



The Port of Oakland Seeks a New Director of External Affairs



PORT OF OAKLAND



THE COMMUNITY

Nestled in between San Francisco Bay and the California coastal mountains, the City of Oakland has a rich history, diverse culture and expanding local economy. Its temperate Bay Area climate - rated the best in the nation - combined with a vast network of arts, entertainment, recreational and educationally-enriching amenities make Oakland a thriving setting for its 447,000 residents and a tourist destination for thousands of visitors annually. The City's diverse landscape is a lively urban-suburban mix of beautiful hillside residential neighborhoods, a large stock of historic homes and buildings, two lakes and the Oakland Estuary, 19 miles of shoreline in addition to more greenery and open space per capita than any other city in the Bay Area.

Having served as a staging area for the Gold Rush, the western terminus for the first transcontinental railroad, and an important military industrial base during both world wars, Oakland has historically been a center for commerce. This tradition continues today as Oakland is home to the fifth largest container port in the country, a state-of-the-art technological infrastructure, a vast transportation network and one of the fastest-growing airports in the country. Oakland is rated among the top cities for business in the U.S. and considered a leader among America's top technology cities. Since 1999, Oakland has emerged as a prime center for business in the region, attracting hundreds of major companies and thousands of new jobs.

Oakland is also one of the nation's most diverse cities, with residents speaking nearly 125 different languages and dialects. This diversity helps to uniquely position Oakland as an ideal point for international businesses seeking trade and business relationships in the United States. Oakland's diversity is also reflected in more than 600 year-round cultural fairs and events citywide. Other recreational, cultural and entertainment activities take place in 106 parks, Lake Merritt, Jack London Square, Knowland Park Zoo, the Oakland Museum of California and the Paramount Theater, among other welcoming venues.

For sports fans, Oakland is the only city in California with the "big three" professional football, baseball and basketball franchises: NFL Oakland Raiders, MLB Oakland Athletics and the NBA Golden State Warriors. Oakland is in close proximity to some of California's most famous destinations - San Francisco is just minutes away and the world renowned Napa Valley wine country is a short distance further. In addition, Oakland is just three hours from Lake Tahoe and the Sierra Mountains, less than three hours from Monterey, Carmel and Mendocino, and a short one-hour flight to Southern California. For longer trips, travelers can take advantage of the generous flight schedule offered by

the numerous major carriers at Oakland's International Airport. Encompassing a wide range of housing and educational choices for its residents while providing all the elements of an attractive urban city make Oakland a great place to live and work.

THE PORT

The Port of Oakland was established in 1927 and is an independent department of the City of Oakland governed by the Oakland Board of Port Commissioners vested with control and management of Port property and revenues by the Charter of the City of Oakland. The seven Commissioners are nominated by the Mayor and appointed by the City Council to four-year terms. Headquartered in Oakland, the Port manages and controls over 16,000 acres of property along the eastern shore of San Francisco Bay. The Port generates revenue across three distinct business lines: Maritime, Aviation and Commercial Real Estate. The Port is home to the fifth busiest cargo container port in the United States, second largest airport in the San Francisco Bay Area, and 876 acres of real estate along the Oakland Estuary which includes commercial development, public parks and habitat conservation areas.

Mission Statement

The Port of Oakland delivers the highest value to our customers and community through sustainable stewardship and growth of our assets, optimal performance of our people, and clarity of focus on our aviation, maritime, and real estate businesses.

The Port of Oakland's three Revenue Divisions include:

Aviation – The Port owns and operates Oakland International Airport, the second largest San Francisco Bay Area airport, which offers approximately 140 commercial passenger nonstop flights daily to domestic and international destinations; serves general aviation; and is home to the largest air cargo facility in Northern California.





Maritime – The Port owns and manages the fifth busiest cargo container port in the United States. The Port is an international gateway, with approximately 88% of its trade with international trading partners/regions, and the remaining 12% representing domestic trade within the United States.

Real Estate – The Port owns and oversees 876 acres of real estate along the Oakland Estuary which includes commercial developments such as Jack London Square and hundreds of acres of public parks and habitat conservation areas. The Port of Oakland also serves as trustee for waterfront property serving commercial, recreational and public access purposes.

The Port of Oakland does not receive tax revenues and is financially self sustaining. Port operating revenues are generated through tenant and customer-related business activities, and expended on Port operations, debt obligations, capital facilities, and in support of programs related to environmental stewardship and social responsibility. Port capital development programs are funded through one or more of the following sources of funding: grants, special fees (such as Passenger Facility Charges), debt, and general revenues from the Port's three business lines (Aviation, Maritime and Real Estate).

The Port of Oakland, as the third-busiest Port on the United States West Coast with an easily accessible airport conveniently located to serve the San Francisco Bay Area and Silicon Valley and significant real estate holdings, is a vital driver in the regional, national and international economies. The Port provides valued services, facilities and infrastructure to its customers and partners enabling their success while promoting stewardship in the community.

The Port of Oakland's FY 2010-11 operating budget is approximately \$282 million with 465 fulltime employees.

For additional information about the Port of Oakland, visit its website: www.portofoakland.com. 2011-2015 Port Strategic Plan: www.portofoakland.com/pdf/boar_shee_101005.pdf.

THE DIRECTOR OF EXTERNAL AFFAIRS

The Director of External Affairs is a new classification following the completion of the Port's five-year strategic plan. Reporting to the Executive Director, the Director of External Affairs will provide leadership, coordination, management and accountability of media and public relations, communications, community relations, governmental affairs, grants funding strategies and acquisition, and marketing functions. Currently these functions are spread throughout the organization, however the

new Director of External Affairs will provide leadership over a centralized function that will include making key decisions such as appointing legislative advocates at the state and federal levels. The Director will be responsible for cultivating relationships with legislators and effecting legislation and policy at the local, state and federal levels with a focus on securing grants and funding and advancing Port initiatives. The Division budget is expected to exceed \$3 million.

As the Port proceeds with an organizational realignment and the implementation of the strategic plan, the Director of External Affairs will play a critical role in developing and maintaining strategic governmental and stakeholder relationships and affiliations to implement grant and funding strategies identified in the Strategic Plan. Additionally, a major focus of this position will be directing the selection of consultants and legislative advocates engaged in effecting legislative actions and implementation of grant and funding strategies on a local, regional, state and federal level in support of Port strategic initiatives.

Vision Statement

We are an innovative and sustainable Port through an aggressive focus on business and optimal performance.

IDEAL CANDIDATE PROFILE

The ideal candidate will be an experienced and seasoned intergovernmental/external affairs professional who brings leadership, creativity and strong advocacy skills to the position. Successful candidates will possess the ability to forge good rapport with the media and community stakeholders, be politically astute, non-territorial, and be a team player who can work effectively in concert with the Port's Executive Management Team, the Board and staff. The Port seeks candidates with strategic orientations who can be a "value-added" member of our team. Candidates should be experienced in legislative processes including budget development and appropriations, grant acquisition, and general regulatory structures. Candidates who have had previous experience with the City of Oakland or an organization of similar size and understand the complexity of a large urban setting will be favorably considered. The ideal





candidate is a proactive relationship builder, politically aware, exceptional oral and written communicator, and brings with him/her an established network of legislative connections both within the state and the California delegation at the federal level.

Specific qualifications are as follows:

Education and Experience

Qualified candidates will have at least seven years of experience in the communications/external affairs field, including four years of staff management experience. A Bachelor's degree in communications, political science, public administration, business administration, or a related field is required; Master's degree highly desirable. Fluency in a secondary language would be beneficial.

Professional Attributes

Along with the previously mentioned qualifications and characteristics, the candidate selected for the position will exhibit the following professional attributes:

- Outstanding communicator, both written and oral; can communicate in a clear and concise manner
- Politically sensitive
- Highest level of personal integrity and honesty
- Creative, collaborative, and customer-service oriented
- Relationship builder; able to proactively cultivate relationships with key stakeholders to complement the Port's strategic objectives
- Welcomes a challenge; hands-on orientation while simultaneously empowering staff
- Flexible and adaptable in an environment of constant change
- Skilled negotiator who can engage, with diplomacy, parties of widely diverse backgrounds
- Excellent organizational skills

COMPENSATION & BENEFITS

The salary range for this position is **\$160,000 to \$180,000**. Placement within the range will be dependent on the qualifications of the successful candidate. The Port also offers an attractive benefits package including:

- 2.7% @ 55 PERS retirement
- Health, dental and vision plans for employees and dependents (cash in lieu of medical benefits is available)

- Management leave, vacation leave, sick leave and 12 paid holidays (plus second half of work shift on Christmas Eve and New Year's Eve)
- Port pays 100% premium for life insurance up to one times annual salary
- Port pays 100% of premium for Long Term Disability Insurance
- Education tuition reimbursement
- Optional plans including: Deferred Compensation Plan, EAP, Medical, Dental, Vision, AFLAC, Credit Union, 125 Flexible Spending Plan, and 132 Commuter Reimbursement Program

APPLICATION PROCESS & RECRUITMENT SCHEDULE

This recruitment is **open until filled**. Interested candidates are encouraged to apply as soon as possible, as application materials will be reviewed as they are received. To be considered, please submit (e-mail preferred) a resume and cover letter with current salary information and five professional references (who will **not** be contacted in the early stages of the recruitment). Your resume should reflect size of staff and budgets you have managed and should also clearly indicate beginning/ending dates (mm/yy) of positions held. Forward your materials to:



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241 Lathrop Way
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Website: www.cps.ca.gov/search

Applications will be reviewed as they are submitted, and the most qualified candidates will be granted interviews by the consultant. Those individuals judged to be best suited for the position will be invited to interview with the Port in November. An appointment is anticipated in December upon the completion of thorough reference and background checks.

The Port of Oakland is an Equal Opportunity Employer



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